



# APPARATUS AND METHOD FOR INSERTION OF MATERIAL IN BROADCASTING

## BACKGROUND OF THE INVENTION

### 5 I. Field of the Invention

The present invention relates to an apparatus and method for local inserting analog or digital material, such as an audio-video advertisement, into analog or digital broadcast signal. More specifically, the present invention relates to a novel method and system for inserting additional material into a multimedia or television ("TV") channel signal being broadcast from a  
10 central source and received by a remote receiver adapted for rebroadcasting the television signal to a number of end viewer units. This application claims the benefit of priority to Swedish Application No. 94 03109-3, filed September 16, 1994, and is a continuation-in-part of U.S. Patent Application Serial No. 08/809,872, entitled "Apparatus and Method for Local Insertion of Material in Broadcasting," filed July 14, 1997, which is a 371 of PCT/SE95/01056, filed  
15 September 18, 1995.

### II. Description of the Related Art

Advertising in media broadcasting has traditionally been an exclusive field for large companies on national or multinational level. The reasons for this exclusivity are due to the high  
20 production cost for commercials and, perhaps above all, the fact that a very large number of consumers view a broadcast, thus motivating a high price per broadcast commercial. However, in the rapidly changing field of media broadcasting, these factors are changing. Advertising production costs decline from year-to-year. Moreover, as rebroadcast systems, such as various radio and cable television channels, increase, the viewer groups fragment and segment  
25 themselves. Consequently, it is increasingly important, and possible, to target the limited consumer groups that are integrated geographically or by viewer interests.